

Message Text

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SUBJ: AMERICA DAYS IN GRAZ; KASTNER & OEHLER IN-STORE PROMOTION

PASS COMMERCE AND USIA

1. GRAZ MAERICA DAYS EVENTS ON OPENING DAY, APRIL 7, WERE HIGHLY SUCCESSFUL AND WENT OFF ON SCHEDULE DESPITE LATE MORNING RAINFALL DURING OPENING CEREMONIES AT CITY HALL SQUARE. US AIR FORCE BAND PERFORMED BRILLIANTLY TO CHEERING CROWDS, BOTH OUTSIDE IN MORNING RAIN AND INSIDE TO FULL HOUSE AT EVENING CONCERT. AMBASSADOR WAS MOST CORDIALLY RECEIVED DURING HIS CALLS ON GOVERNOR NIEDERL AND MAYOR GOETZ. FOLLOWING THEIR BRIEF WELCOMING STATEMENTS AND APPROPRIATE REPLY BY AMBASSADOR DURING OPENING CEREMONY, GROUP WAS CONDUCTED THROUGH KASTNER & OEHLER DEPARTMENT STORE BY ITS MANAGER, DR. PETER BOECK. THE STORE HAS A REMARKABLY VARIED AND TASTEFUL SELECTION OF AMERICAN GOODS MOST ATTRACTIVELY DISPLAYED.

2. GRAZ PRESS COVERAGE OF EVENTS HAS BEEN EXCELLENT WITH COMPLIMENTARY REFERENCES TO CAREFUL ADVANCE PLANNING AND WIDE RANGE OF COMMERCIAL AND CULTURAL EVENTS SCHEDULED.

3. OUR FIRST IMPRESSIONS BOTH FROM REMARKS OF KASTNER & OEHLER PERSONNEL AND ON-SPOT OBSERVATIONS ARE THAT IN-STORE PROMOTION WILL BE VERY SUCCESSFUL. CUSTOMERS APPEAR IMPRESSED (AND MANY) BY GOOD TASTE,
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GOOD QUALITY AND LOW PRICE OF MOST US ITEMS FEATURED.

4. THE FIVE NAVAJO INDIANS, WITH THEIR BEAUTIFUL
JEWELRY AND CARPET DISPLAYS, ARE A GREAT ATTRACTION.
THEY ARE PARTICIPATING WITH GUSTO AND MAKING EXCELLENT
CONTRIBUTION TO OUR AMERICA DAYS PROGRAM.
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